

ABSTRACT

In this era of globalization, local clothing manufacturers have a very tight business competition. The competition was marked by the increasing number of producers, local producers growing each year. However, the magnitude of growth in the number of local manufacturers of apparel trigger each company to make progress in the coming years. Mommo company use denim as basic materials and using online media e-commerce as the main base of sales. Born in the midst of an increasingly competitive local producers to grow each year, in addition to maintaining the quality of good products, good service is one key to a company can survive and compete with other manufacturers. A service in the world of e-commerce must take several aspects such as customer convenience in booking and payment, then the information provided by the company are in accordance with reality, and also the speed of goods ordered for delivery to customers. Often problems arise in e-commerce service system provided by the company. To find out about service issues faced by Mommo company can be done using the method of Quality Function Deployment. This method is one technique used to translate or identify customer needs and service characteristics into consideration the company's ability to fulfill it. So by using the QFD method is expected this study can improve the quality of services provided as well as repair service that does not satisfy customer desires.

In identifying the relevant data needs to get done with the voice of customer interviews directly to corporate Mommo's customer. Then the next stage is the dissemination of questionnaires to the 17 customers who had experienced Mommo and service companies are also competitors to know the value of the importance and value of the satisfaction level to 24 attributes that needs to be improvement in service Mommo company. At this stage of data processing, obtained technical characteristics which are the first iteration stage QFD be a priority in development. Priority is obtained by ranking seventh largest value that already represent 50% of the total value of the technical characteristics.

For the next stage is the second iteration of QFD is part deployment. Where deployment is part of the technical characteristics of the previous iteration. At this stage obtained about nine priorities where the nine development of these attributes are attributes that do not meet the target. To overcome problems with the Mommo company, made a recommendation could support the improvement of service for the Mommo company. Some of the recommendations provided in the repair service are as follows creation of standards of service operation that is used as a reference for employees in their activities, regular training for all employees, the frequency of information dissemination is done, and frequency company's website maintenance.

Keyword : Performance, Service, Quality Function Deployment